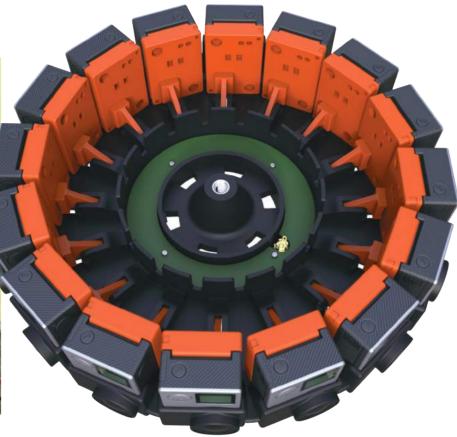


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06 NEED TO KNOW

Contagious brand ideas

We showcase the best campaigns of the quarter and explore trends, including brand paternalism and how positioning brands in unexpected places can create cut-through.

18 PRIMER

Streaming showdown

It's cheap, fast, easy and has a direct access to that most personal of devices, the smartphone. Raakhi Chotai asks whether brands should embrace mobile live streaming.

22 WILDFIRE / INTERVIEW

Berni Good

Louise Potter speaks to cyber psychologist Berni Good about why brands think they're engaging gamers but aren't, why CEOs play Candy Crush and how to avoid turning your Al assistant into a psychopath.

26 WILDFIRE

Design, technology and virtue

Inspiration this quarter comes from Facebook's new aircraft, Google's gesture recognition project and two inventions that have finally become a reality: jetpacks and hoverboards.

CASE STUDY / VOLVO

Back on the road

No longer boxy and boring, Volvo is transforming itself into a maker of premium, desirable cars. Chloe Markowicz investigates the company's business strategy and how it plans to double its sales volume.

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Little brands, big thinkers

The startups and companies that have impressed this quarter. Those punching above their weight include Thinx, DreamCheaper and FoPo.

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Real opportunity or virtual gimmick?

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Toolkit for transformation

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Pervasive pizza

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